

PLANNING COMMISSION REPORT



MEETING DATE: June 25, 2003

ITEM NO. _____ GOAL: Coordinate Planning to Balance Infrastructure

SUBJECT

5th Avenue Parking

REQUEST

Request to approve for a municipal use master site plan for a parking garage on a 1.6 +/- acre parcel located at 7143 E 5th Avenue with Central Business (C-2) zoning.

4-UP-2003

Key Items for Consideration:

- Parking demand exceeds parking supply
- Proposed 400 space parking garage to replace existing 187-space lot

Related Policies, References:

- General Plan
- Downtown Plan

OWNER

City of Scottsdale
480-312-7769

APPLICANT CONTACT

Madeline Clemann
City of Scottsdale
480-312-2732

LOCATION

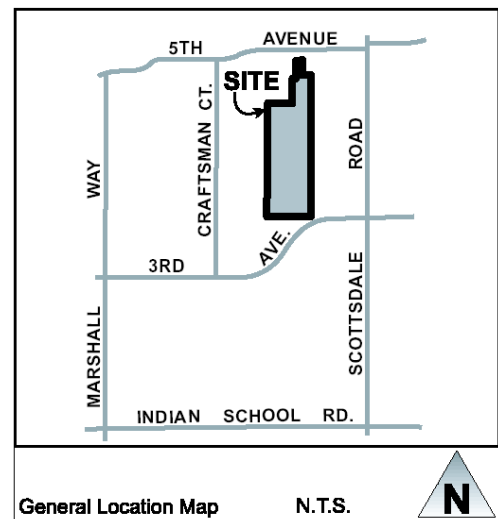
7143 E 5th Avenue

UPDATE

June 18, 2003 Planning Commission Special Study Session

At this Special Study Session, members of the Planning Commission met at the site to further assess site conditions and the surrounding area to enable a better understanding of the proposed development.

The session began with a brief staff overview of the proposed parking garage for this property using maps, site plan, and elevation drawings. The Commission discussed the potential for the parking levels to be depressed in the site with other uses on top of the parking garage. The limitations of building height (maximum in C-2 zoning is 36-feet, and the site is located in a Type 1 development area of the Downtown Plan), site location and suitability of residential with the height limitations, and connections to adjacent properties were reviewed along with cost outlays for depressing the parking garage.



June 11, 2003 Planning Commission.

This item was continued to June 25, 2003 by the Planning Commission, which expressed a desire for more information regarding the financial considerations of this project. A cost analysis of the construction requirements for building the parking garage with structural capacity for future development of uses above the parking; and an analysis of the costs to sink the parking structure into grade were requested. As of the writing of this report, that analysis has been initiated but is not yet complete. When it is finished, an addendum report will be provided to the Planning Commission.

BACKGROUND**Municipal Use Master Site Plan.**

Approval of a Municipal Use Master Site Plan is needed prior to Development Review Board approval. The Planning Commission makes a recommendation to the City Council regarding the proposed master site plan.

The site plan shows the footprint of the proposed parking garage, along with circulation routes for automobiles and pedestrians. Residential, retail or other uses may be considered at a future time.

Context.

This site is located west of Scottsdale Road and south of 5th Avenue. The surrounding property is zoned Central Business District (C-2) and Downtown/Retail Specialty Development Type 1 (D/RS-1).

General Land Use Plan

The General Plan recognizes this area as Mixed Use Neighborhoods. This designation recognizes the Downtown Plan, which, in turn, designates this site as Retail Specialty Development Type 1 (RS-1). This category includes retail specialty shopping uses and regional tourist attractions. Parking areas support the uses and activity recommended by the Downtown Plan.

Zoning.

The site is currently zoned Central Business District (C-2), which allows a variety of office and retail uses, including parking.

**APPLICANT'S
PROPOSAL****Goal/Purpose of Request.**

The site is currently improved with a 187-space, surface parking lot. Depending on final design, the proposal is to build a parking garage that will increase the available spaces to offset the deficit. The parking garage will also include restrooms, bicycle and pedestrian facilities.

Applicant's Analysis of Use Alternatives

There is mixed-use development in the Downtown, and the Downtown Plan supports concepts for integrating retail, office, and residential uses. During the application review, some private parties and Planning Commission members expressed interest in implementing those concepts on this property in conjunction with the parking garage. Some of the ideas included underground parking, retail on the first floor, and upper level residential development.

The site is a City owned property and City funded development. Additional funding would need to be identified for structural design and construction of the parking garage to support additional floors within which other uses could be housed. A partner relationship would need to be established with the interested party if a serious development proposal was put forward for combined uses, and that would add a significant amount of time to the construction of the parking garage.

Key Issues.

- Provide parking for the existing demand;
- Make parking available for future parking needs as unoccupied buildings are filled; and
- Provide parking for future growth in downtown.

IMPACT ANALYSIS**Downtown Development.**

This site is located in the 5th Avenue area of the Downtown with nearby retail shops and galleries, restaurants, and nightclubs. About 71% of the existing buildings in this area are occupied. There is interest in making use of the vacancies and additional parking in this area would promote that investment.

Current significant Downtown development projects include the canal bank improvements and the Waterfront project on the north side of the canal. These projects may spur more development interest that will result in a more vibrant, active downtown.

Parking.

This property is currently being used as a surface parking lot that contains 187 spaces. The parking lot was built by contributions to an assessment district formed by properties in the adjacent Fifth Avenue District. The existing 187 spaces will be incorporated into the proposed 400 parking garage spaces. The garage project is not expected to affect existing on-street spaces or adjacent private parking spaces.

A recent occupancy study (Walker Parking Consultants, November 2002) concluded that the ability of the existing parking supply to accommodate parking demand is marginal during peak hours. However, during daytime hours the parking supply is adequate because of low (71%) occupancy rates of the buildings located in this area.

The actual peak hour deficiencies may be greater because the calculated deficiencies do not take into account that the majority of private daytime business lots are signed as “closed” to nighttime use. Currently, the nighttime deficiency is being handled through valet parking, which leases many, but not all, of the private parking spaces. In addition, the parking study, business owners, and staff have confirmed that on busy nights cars are being illegally parked on private spaces when the public facilities are full.

Traffic.

The new garage is not a destination itself; hence, it does not generate vehicle trips. Instead, it captures vehicle trips generated by all the adjacent district businesses and provides parking spaces for those vehicles near their

destinations.

Policy Implications.

Each zoning district requires that individual properties provide adequate parking for their uses based upon an established parking ratio. Historically, in order to meet parking requirements, properties in the downtown area have relied upon a combination of parking solutions made available by the City through assessment districts and the Zoning Ordinance.

Community Impact.

The Municipal Use Master Site Plan does not assign individual parking spaces to any properties. Approval of a parking garage at this location facilitates the provision of parking spaces available for visitors to the downtown area, and increases the available parking supply in order to help meet parking demands.

Community Involvement.

An open house meeting was held twice on April 17, 2003. There were 17 people who signed the attendance roster. The comments received indicate overall support for the parking garage. The comments also demonstrate a desire for public restrooms/services, a desire to minimize the parking garage height by placing parking underground, and a desire to have construction completed in a timely fashion.

**OPTIONS AND STAFF
RECOMMENDATION****Recommended Approach:**

Staff recommends approval, subject to the attached stipulations.

**RESPONSIBLE
DEPT(S)**

Planning and Development Services Department
Current Planning Services

STAFF CONTACT(S)

Kira Wauwie AICP
Project Coordination Manager
480-312-7061
E-mail: kwauwie@ScottsdaleAZ.gov

APPROVED BY

Kira Wauwie AICP
Project Coordination Manager
Report Author

Randy Grant
Chief Planning Officer

ATTACHMENTS

1. Applicant's Narrative
2. Context Aerial
- 2A. Aerial Close-Up
3. Land Use Map
4. Zoning Map
5. Stipulations
6. Traffic Impact Summary
7. Citizen Involvement
8. Site Plan



City of Scottsdale

PROJECT NARRATIVE FOR CITY INITIATED PROJECTS



- ☒ Rezoning
☐ Use Permit
☐ Development Review
☐ Master Sign Programs
☐ Text Amendment
- ☒ Other *MUMSP*

Case # 264 / 264 -PA- 02 # 1

Project Name Fifth Avenue Parking Structure

Location Between Fifth and Third Ave
at Craftsman Court

Applicant Marteline Clemann

Ordinance Section _____

SITE DETAILS

Proposed Zoning: P-2

Existing Zoning: C-2

Parcel Size: _____

Height: _____

Parking Required: _____

Parking Provided: _____

Of Buildings: _____

Setbacks: N- _____ S- _____

E- _____ W- _____

In the following space, please describe the project or the request

To construct a new downtown Parking Structure at the existing surface parking lot between Fifth and Third Avenues.

ATTACHMENT #1

(If an additional page(s) is necessary, please attach.)

4-UP-2003



5th Avenue Municipal Use Master Site Plan

4-UP-2003

ATTACHMENT #2

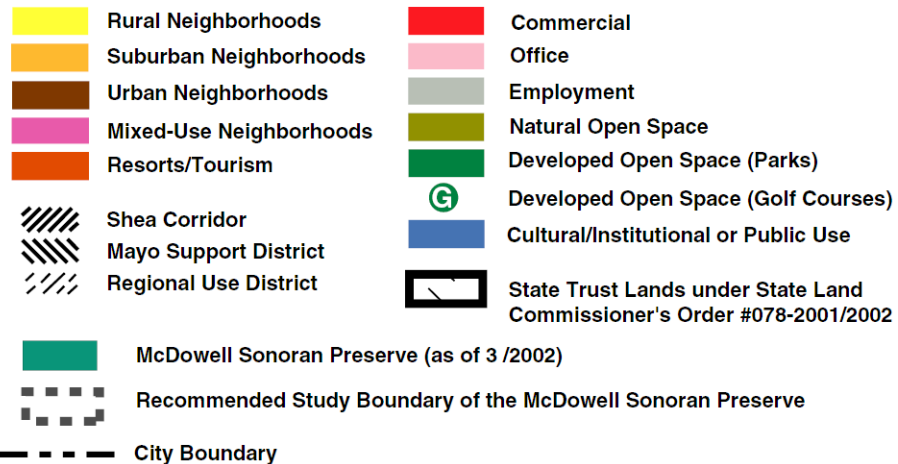
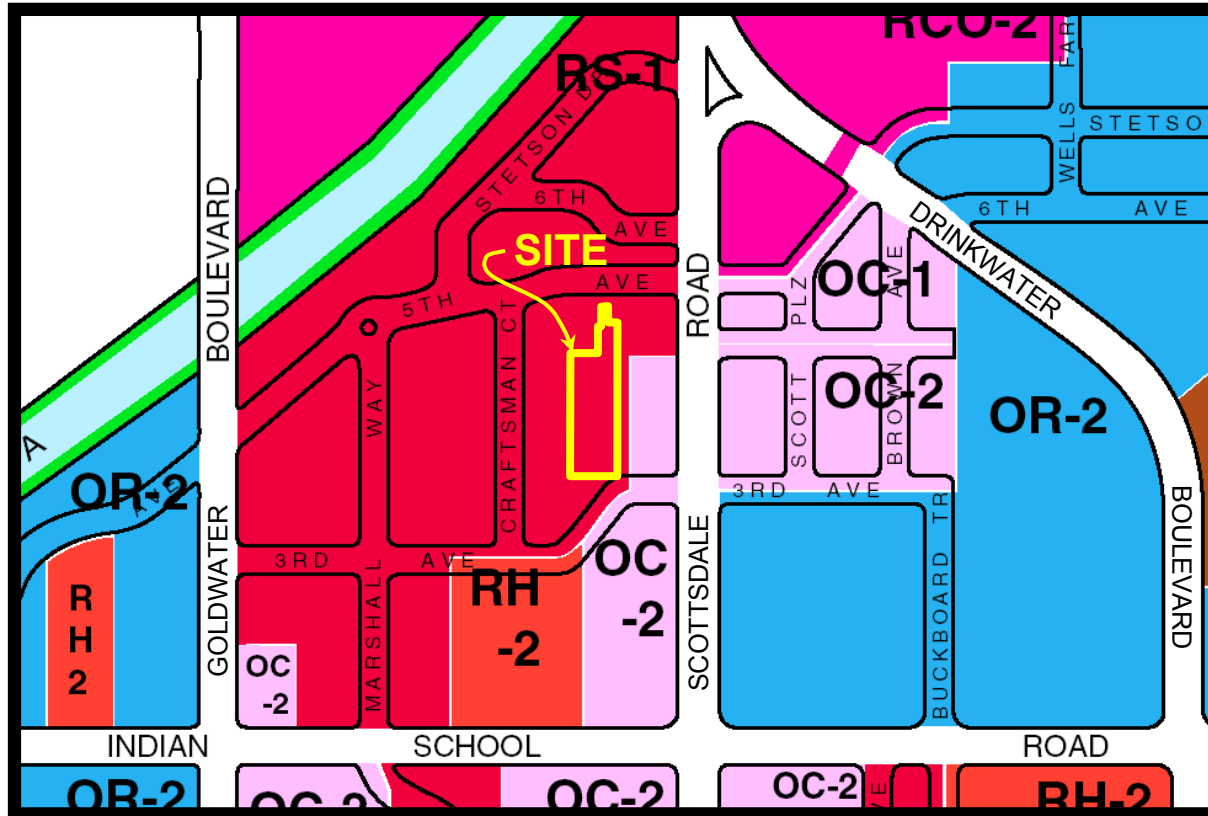


5th Avenue Municipal Use Master Site Plan

4-UP-2003

ATTACHMENT #2A

General Plan



4-UP-2003

ATTACHMENT #3

STIPULATIONS FOR CASE 4-UP-2003

PLANNING/ DEVELOPMENT

1. CONFORMANCE TO SITE PLAN. Development shall conform with the site plan submitted by KPFF Consulting Engineers and dated 4 April, 2003. These stipulations take precedence over the above-referenced site plan. Any proposed significant change, as determined by the Zoning Administrator, shall be subject to subsequent public hearings before the Planning Commission and City Council.

Traffic Impact Summary
4-UP-2003
5th Ave. Garage

Background

On June 24, 2002, staff presented the City Council with a status update of the Canal project including the results of a technical evaluation and preliminary costs for a garage structure in the Fifth Avenue District. In the discussion that followed, council reaffirmed their support for the Fifth Avenue garage, and gave staff direction to consider other sites downtown for parking facilities. Subsequently the Fifth Avenue Garage was separated from the Canal project, and folded into the downtown Scottsdale Parking Program.

Walker Parking Consultants (November 2002) conducted a parking occupancy study for a major portion of downtown Scottsdale. The study results indicated that the ability of the existing parking supply to accommodate parking demand was marginal during peak hours, in the Old Town and 5th Avenue/Marshall Way Districts.

At the time of the study, the Fifth Ave. District building vacancies represented 71 percent of all downtown study area vacancies. It is because of the high vacancy rate in this district that daytime supply is adequate at this time. Were it not for the vacancies, the daytime parking deficiency would be worse than it is. It was calculated that the existing parking supply deficiency was only 38 spaces for the evening peak hour. In fact, if each vacant building were filled by the same business as before the vacancy occurred, the district would be deficient 356 spaces. Currently, the evening deficiency is being handled through the valet program, which leases many, but not all, of the district's private parking spaces. In addition, on busy nights in the district, cars are being illegally parked on private spaces when the public facilities are full.

Staff returned Council on October 15, 2002 and presented the results of a parking study and recommended a program of capital projects, parking operational improvements and a budget. The \$9.6 million budget included Transportation CIP funds (restricted to use for transportation related projects) as a major component. Following the direction of Council, Transportation Department staff finalized the planning process, initiated the design process, and is moving toward developing construction documents utilizing an internal and outside consultant team.

Existing Conditions

The site is located between Scottsdale Road and Craftsman Court, and between Third Avenue and Fifth Avenue in the downtown area. The 1.6-parcel property is currently being used as a surface parking lot that contains 187 spaces. The parking lot spaces were built from assessment district funding by the surrounding Fifth Avenue District businesses.

Proposed Development

The proposal is to construct a two-story parking garage in place of the existing surface parking lot. The existing 187 spaces will be incorporated into a 250-450 space garage. The garage project will not be detrimental to the existing on street or private parking spaces. A municipal use master site plan is required to allow the proposed parking structure on the site.

Summary

The new garage is not a destination itself; hence, it does not generate vehicle trips. Instead, it captures vehicle trips generated by all the adjacent district businesses and stores those vehicles near their destination. The district businesses have been assessed and charged for parking needs generated, as required, for their business use permits.

The purpose of the garage is to provide parking: 1) for the existing surface lot vehicles; 2) for future parking needs as building vacancies are filled; 3) for future growth in downtown; and 4) to reduce illegal parking.

OPEN HOUSE SIGN IN

NAME	ADDRESS	PHONE
Fred Unger	7154 E. Stetson, Scottsdale	480-874-1002 x11
Ponder Rogers	7078 E 5th Avenue, Scottsdale	
Joel Schwartz	7070 E 5th Avenue, Scottsdale	
Warren M Silver	4130 N. Marshall Way, Scottsdale	
Cindi M Hoffman	7044 E %th Avenue, Scottsdale	
Patty Badenoch	5027 N 71st Pl, Scottsdale 85253	
Betsy Hendricks	4130 N Marshall Way, Scottsdale	
Janet Harris	6939 5th Avenue, Scottsdale 85251	
Sam West	8160 N Hayden, J210, Scottsdale 85258	
Sonnie Stevens	8507 E Highland, Scottsdale 85251	
Darin Simmer	2705 N Greenfield, Phoenix 85006	602-809-7595
Nussbaum	13054 N 94th Pl, Scottsdale 85260	480-451-8997
Norm Tang	802 E Braaeburn Dr Phoeix 85022	
JoAnn Handley		480-946-0394
Lorraine White		480-991-3026
Rich Summer		480-945-6794
Rewier Luedelke		480-837-2390

Fifth Avenue Parking Structure Comments

1. RR – North Side
 - 2 No Street Events during construction * **Really important**
 - 3 Loading Zone at North end
 - 4 Valet Parking in one location only during construction (mall)
- Darin Simmer
2705 N Greenfield Rd.
Phoenix, AZ 85006

This parking is vitally needed for the 5th Avenue area. The concept presented addresses this problem at least to some extent
JoAnn Handley

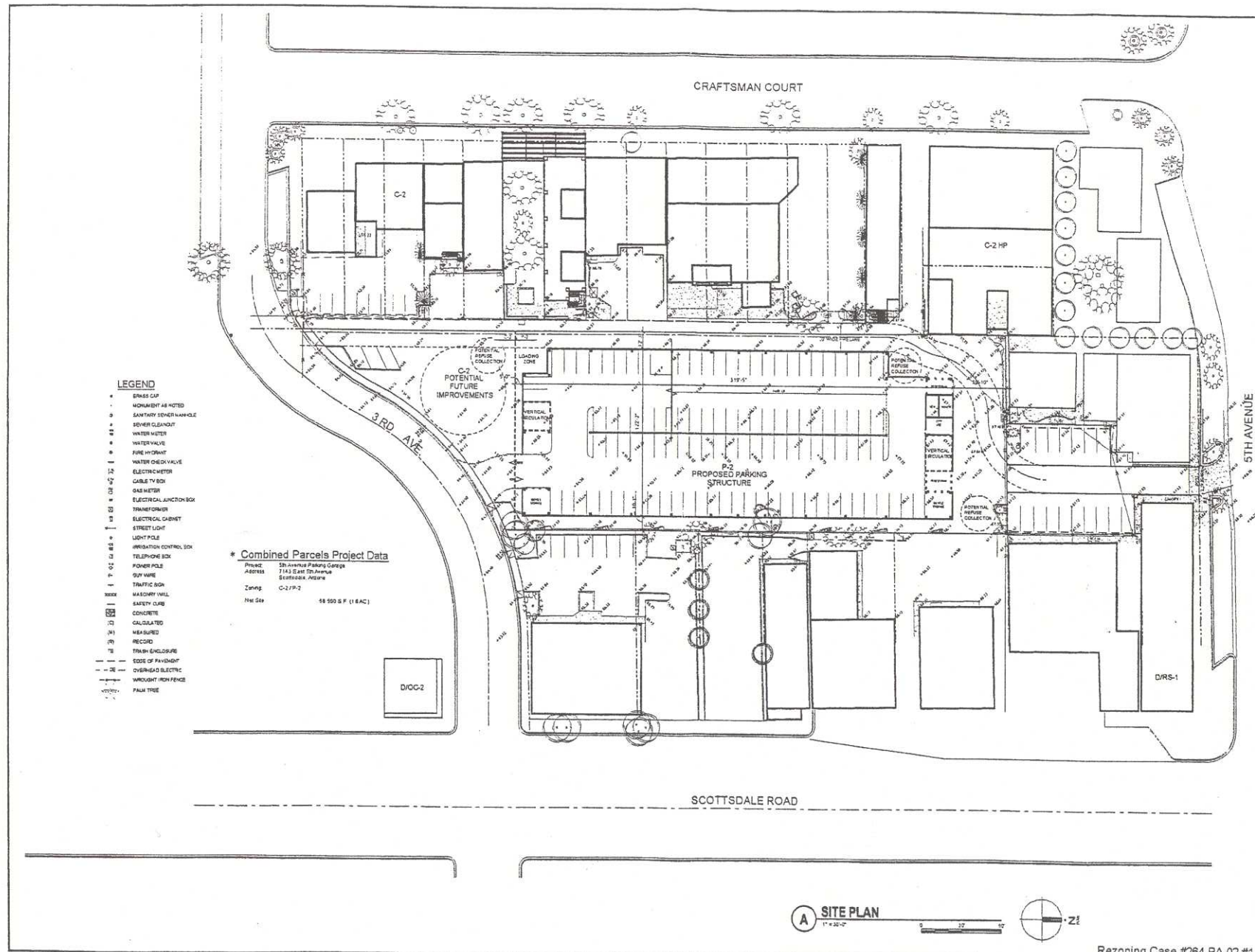
The view of the cost considerations perhaps in this case, the 36 would not look so bad especially since the parking garage will be pretty much blocked in by other buildings.
Patty Badenoch
5027 N 71st Pl
Scottsdale, AZ 85253

Should keep restroom at the 5th and Stetson and still add the two on the new structure.

I would rather see a 1st level below ground and only 2 levels above ground.
Incorporating services ie trolley stops, water fountains, restrooms
Joel Schuartz
7070 E 5th Avenue

We prefer 2 level parking with below ground. We have concerns with loading in alley.
Thanks for the effort. This is very encouraging.
Rolf & Kris Gruller
Framers Workshop
4161 N Craftsman Court

I think you should consider going down a story (underground)
However, it's not bad the way it is
JUST GET IT DONE!
Janet Harris
6939 5th Avenue



DFDG

• Architecture
• Planning
• Interiors

DICK & FRITSCH
DESIGN GROUP

4545 East McKinley Street
Phoenix, Arizona 85008
Telephone 602.954.9060
Fax 602.954.9954
www.dfdg.com



City of
Scottsdale
Parking
Structures

Scottsdale, Arizona

Schematic Design

ATTACHMENT #8

DFDG Project # 0301

SITE PLAN

4-UP-2003

A1.1
Sheet Number

Rezoning Case #264-PA-02 #1